



BABY CARE PRODUCTS

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OBJECTIVES

- 1. To analyze the consumers brand preferences for Baby Products
- 2. To evaluate consumers attitude towards the usage of Baby Products
- 3. To evaluate consumers perception about the important factors pertaining to Baby Products purchase decision





HYPOTHESES

- 1. Sales of different brand of Baby Products are uniformly distributed i.e there is no significant difference in the sales of different Baby Products brands.
- 2. There is no significant difference among the consumers of Baby Products on the factors like age, gender etc towards their attitude about the usage of chips.
- 3. Different factors which are important in the purchase decision of chips for consumers do not differ significantly



HYPOTHESIS - 1

- To test hypothesis 1, chi square test was applied.

<u>Brand</u>	<u>Count</u>
Procter & Gamble	3
Hindustan Unilever Ltd	8
Johnson & Johnson	64
Himalaya	19
Kimberly- Clark Corp	2
Mead Johnson Nutritionals	3
Total	99



- Chi square value (calculated) = 176.33
- Critical Chi square value (0.05, 5) = 11.07
- Chi square value (calculated) is greater than critical chi square value, hence hypothesis 1 is rejected and it can be concluded that sales of different brand of baby products are not uniformly distributed



HYPOTHESIS - 2

- Hypothesis 2 (a): consumers of different age groups do not differ significantly on their attitude towards usage of baby products
- To test this hypothesis ANOVA test was applied with following results

SUMMARY

GROUPS	COUNT	SUM	AVERAGE	VARIANCE
UNDER 18-25	31	983	31.70968	11.94624
26-35	47	1486	31.61702	10.50231
36-45	12	401	33.41667	10.26515
MORE THAN 45	10	326	32.6	11.6

ANOVA



<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	37.02985	3	12.34328	1.119139	0.345269	2.699393
Within Groups	1058.81	96	11.02927			
Total	1095.84	99				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumes of different age groups do not differ significantly on their attitude towards usage of baby products.



- Hypothesis 2 (a): consumers of different income groups do not differ significantly on their attitude towards usage of baby products
- To test this hypothesis ANOVA test was applied with following results
- Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Below 20,000	23	730	31.73913	13.01976
20,000-40,000	37	1194	32.27027	9.702703
40,001-60,000	27	854	31.62963	13.54986
Above 60,000	13	418	32.15385	8.307692



ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.119316	3	2.706439	0.238865	0.869049	2.699393
Within Groups	1087.721	96	11.33042			
Total	1095.84	99				

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumes of different income groups do not differ significantly on their attitude towards usage of baby products.

Hypothesis 2 (c) Married and Unmarried consumers do not differ significantly in their attitude towards Baby products

- To test this hypothesis z test was applied with following results

	Mean	n	Z value	Z value critical at .05 and 125 df	Result
Married	32.13	58	0.61	1.95	Insignificant Accept the null hypothesis
Unmarried	31.79	42			

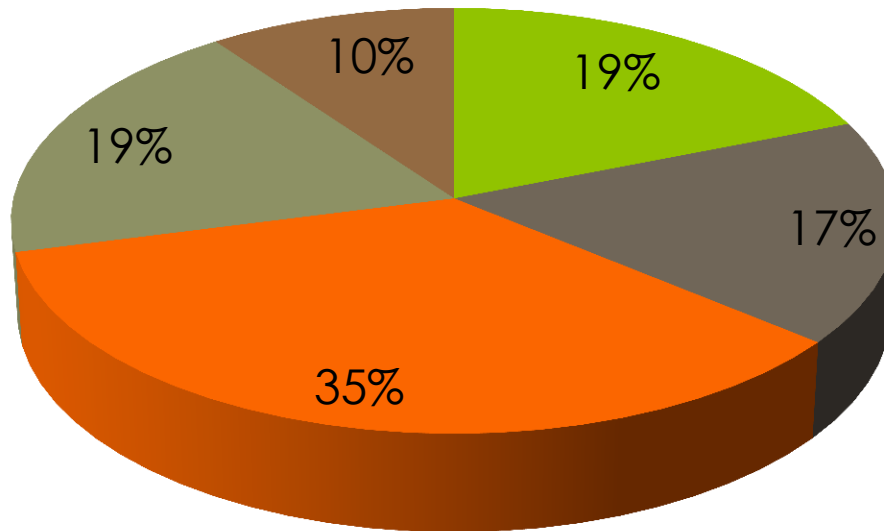
- Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that Married and Unmarried consumers do not differ significantly in their attitude towards Baby products
- Hypothesis 3: Different factors which are important in the purchase decision of chips for consumers do not differ significantly.
- Respondents have not entered data correctly, so researcher was not able to analyze this hypothesis

DESCRIPTIVE STATISTICS ANALYSIS

- 1. Most popular brand: Johnson & Johnson

<u>Brand</u>	<u>Count</u>
Procter & Gamble	3
Hindustan Unilever Ltd	8
Johnson & Johnson	64
Himalaya	19
Kimberly- Clark Corp	2
Mead Johnson Nutritionals	3

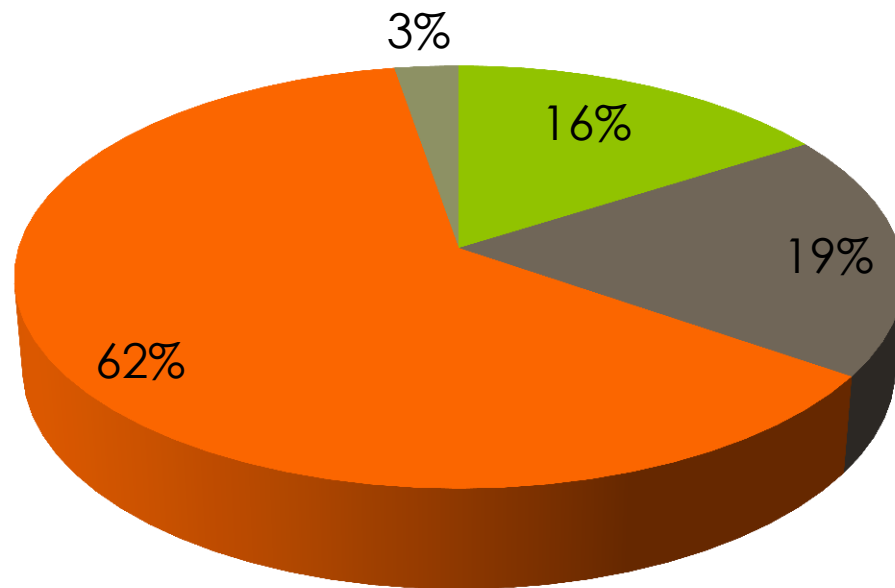
Of the brands you currently use for your baby products, what made you to choose that brand?



- The brand has been around forever
- Friend or family member told me
- Advertising on TV or in a magazine
- Found the product in a retail store
- Found the product online



Are you loyal to the brands you use for your baby's personal care needs or are you willing to try new product?

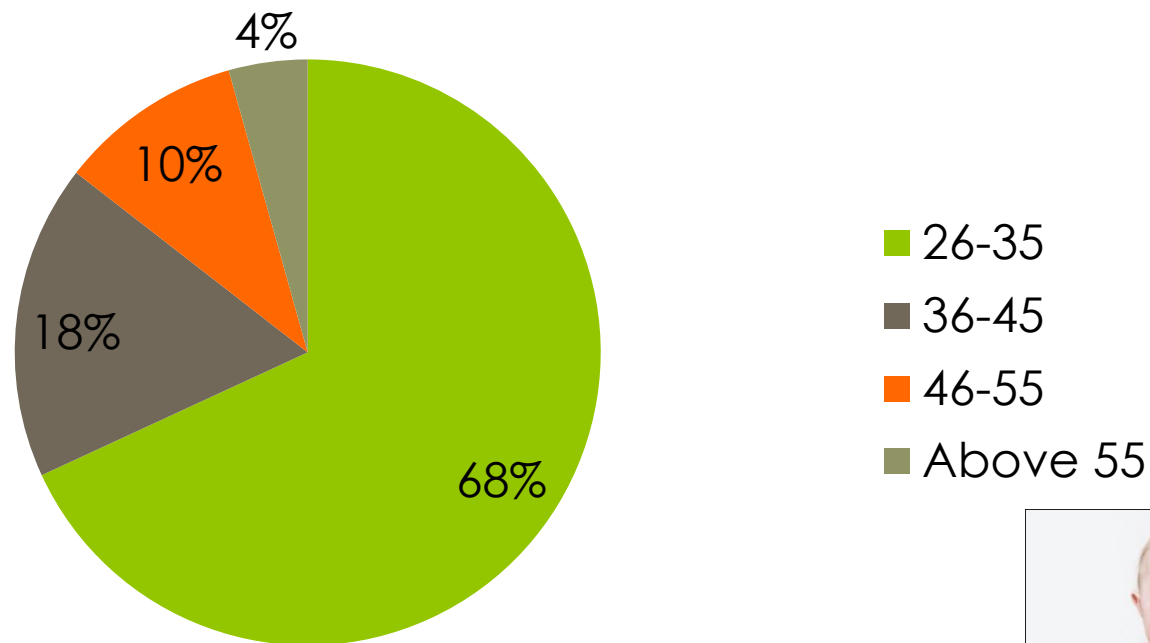


- I would try a new product if it costs less
- I would try a new product if I received a sample
- I would try a new product if a friend told me about it
- I will not change the brand



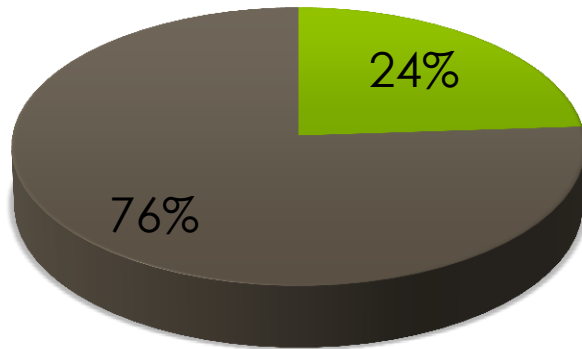
Consumer Profiles

Age Profile:



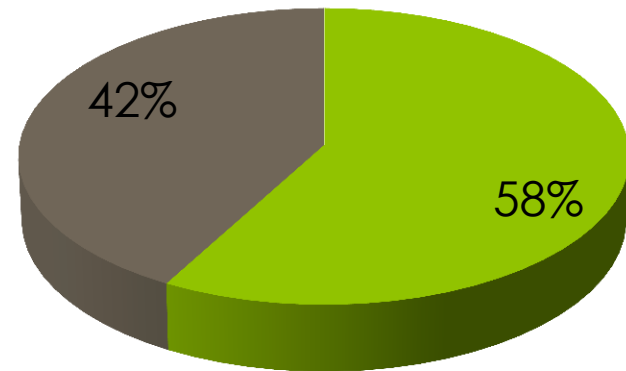


GENDER



- MALE
- Female

Marital Status

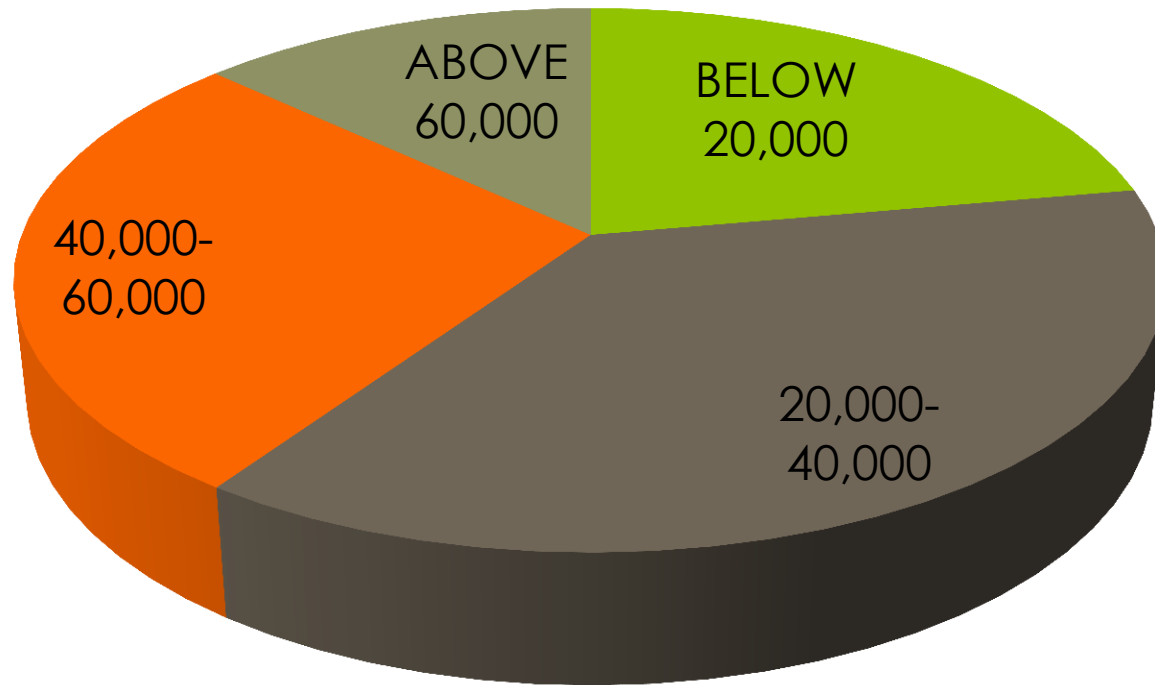


- MARRIED
- UNMARRIED

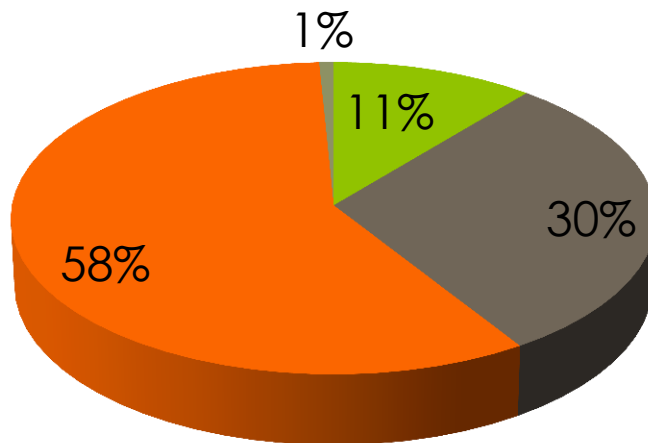




Monthly Family income (Rs.)

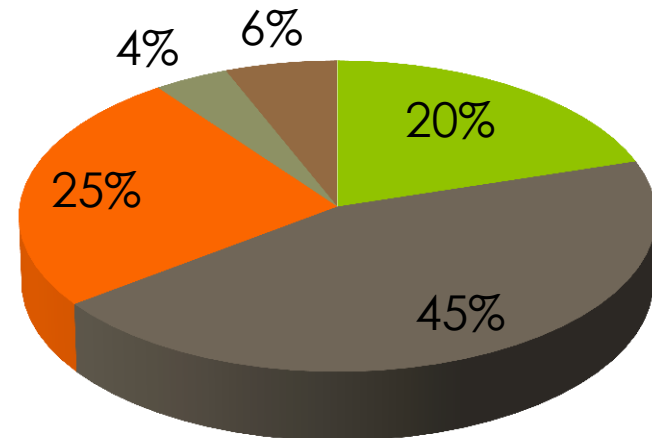


EDUCATIONAL QUALIFICATION



- UNDER-GRADUATE
- GRADUATE
- POST-GRADUATE
- OTHERS

OCCUPATION



- STUDENT
- SERVICE
- BUSINESS
- PROFESSIONALS
- OTHERS

Thank
You!

